

CHARLOTTE R. TRITCH

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EDUCATION

UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS

Master of Business Administration, concentrations in Marketing and Economics

Chicago, IL

June 2002

INDIANA UNIVERSITY

Bachelor of Arts in English, minors in German and Sociology

Bloomington, IN

May 1996

EXPERIENCE

UNIVERSITY OF KANSAS SCHOOL OF BUSINESS

Associate Director of Entrepreneurship Programs

Lawrence, KS

June 2011 - present

- Teach 400 level undergraduate courses in entrepreneurship with a strong emphasis on experiential learning.
- Serve as the faculty advisor for the KU Entrepreneurship Club, and assist with the management of the Jayhawk Consulting MBA group

CHARLOTTE TRITCH MARKETING CONSULTING LLC

Assist clients with brand strategy, customer analysis & marketing plan development

Lawrence, KS

Oct 2010 - Aug 2011

THE OLIVIA COLLECTION

Locally-owned management company operating three boutique hotels

Lawrence, KS

Marketing Director

Jan – Oct 2010

- Developed strategic marketing function for the organization including overall branding efforts, customer targeting, and marketing planning for three hotels and their amenities – including five restaurants, two bars, a spa, and a multi-level nightclub.

PAYLESS SHOESOURCE, INC.

Largest specialty family footwear retailer in the Western Hemisphere

Topeka, KS

Marketing Manager, Women's Footwear & Accessories

Jan 2007 - Dec 2009

- Responsible for developing and leading strategic marketing efforts for the women's footwear and accessories businesses, including licensed, designer, and private label brands.
- Served as key marketing liaison role to cross-functional partners in creative, visual merchandising, buying, design, store operations, and product development departments.
 - Marketing communications, creative and promotional development
 - Developed strategic direction and messaging for consumer advertising, trade advertising, in-store signage, packaging and promotional elements.
 - Led strategic revisions to the promotional calendar using customer segmentation data analysis.
 - Managed alignment to each brand's vision and creative standards.
 - Guest designer partnerships
 - Managed all guest designer programs (Lela Rose for Payless, Abaeté for Payless, alicia+olivia for Payless, Patricia Field for Payless & Christian Siriano for Payless).
 - Responsibilities included licensing contract development and negotiation, logo and packaging development, development of marketing plans, management of New York

- Autonomously managed multi-million dollar business including brand strategy, advertising, market research, public relations, media, retail programming, packaging and financial management.
- Developed and managed company's first ever NASCAR sponsorship designed to revive an outdated brand suffering from low consumer awareness.
- Managed celebrity spokesperson relationship including contract negotiations and media tour.

Assistant Brand Manager, Consort Hair Care for Men

May 2004-May 2005

- Led major brand re-launch from concept development through commercialization, including 6 new products in highly competitive men's grooming category.
- Selected as the leader of a highly visible syndicated data base restatement project requiring buy in of senior management, leadership of both internal and external vendor teams, and strategic understanding of the complex and dynamic multi-billion dollar hair care category.

Assistant Brand Manager, TRESemmé Hair Care

June 2003-May 2004

- Led launch into Canada—the brand's first international expansion.
- Managed new product development efforts from exploration to commercialization—concept writing, qualitative and quantitative consumer testing, formula, packaging and fragrance development.
- Led in-store promotional efforts including complete redesign of point-of-sale materials.

Brand Associate, TRESemmé Hair Care

June 2002-May 2003

- Managed brand financials, production forecasting, and business analyses including syndicated category & brand data.
- Led development and execution of national and retailer specific promotions; launched new brand web site.

FORD MOTOR COMPANY

Dearborn, MI & Irvine, CA

Global automotive manufacturer

Marketing Leadership Program MBA Intern

Summer 2001

- Developed comprehensive product and marketing strategy to attract and maintain "Generation Y" customers, as part of a four member MBA intern team.
- Delivered psychographic analysis, attitudinal segmentation, "scorecard" for product and marketing analysis, and episodic marketing plans; presented findings to over 100 marketing executives.

HEIDRICK & STRUGGLES INTERNATIONAL, INC.

Chicago, IL

Leading retained executive search firm

Associate, Industrial Practice

1998-2000

- Designed search strategy and managed research process.
- Developed candidates by detailed evaluation of career progress, accomplishments, and responsibilities
- Assisted in marketing and progress meetings with clients, involving the preparation of detailed presentations to senior-level executives.

COOK ASSOCIATES, INC.

Chicago, IL

Privately owned executive search firm

Manager, Packaging Division

1998

Recruiter Associate, Industrial Division

1996-1997